

**Registration Form:
Partnerships for Health Enhancement (WHEN 2009)**

Please register early

Program No.: 089-23-05

☐ **2009 WHEN Annual Meeting: April 23, 2009**
9 a.m. - 4 p.m. at the Marriott Madison West
Middleton, WI; Fee: \$89 (Includes breaks,
luncheon, and resource materials)

Check one: ☐ 5 Category I CECHs OR ☐ .5 CEUs

Name _____ CHES Number _____

Position Title _____

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Complete Address (Employer / Home, circle one) _____

City _____ State _____ Zip _____

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Form of Payment (Circle one):

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Please indicate if you have any special needs _____

Return this form along with your method of payment
(checks should be made payable to UW-La Crosse) to:

Continuing Education Registration
205 Morris Hall • UW-La Crosse • La Crosse, WI 54601

to register using your credit card call **(608)785-6504**,
to register toll-free **1-866-895-9233**

to FAX registration call **(608)785-6547**
or register on-line at: **www.uwlax.edu/conted**

For questions about registration:

Contact **Karen Langaard: (608) 785-6508**.

For questions about the program:

Contact **Dr. Gilmore: (608) 785-8163**.

Accommodations: To make your own arrangements for a hotel
room at the **Marriott Madison West**, 1313 John Q. Hammons Dr.,
Middleton WI 53562, please call 1-800-228-9290 for reservations
or call the hotel directly at 608-831-2000.

UW-La Crosse is not responsible for costs incurred due to cancellation.

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PRELIMINARY ANNOUNCEMENT

Continuing Education
UW-La Crosse
205 Morris Hall
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La Crosse, WI 54601
www.uwlax.edu/conted



WHEN 2009

Wisconsin Health Education Network

**Partnerships for Health Enhancement:
Health Education in Collaboration
with Other Health-Related Disciplines**

UW-La Crosse is an affirmative action/equal
opportunity employer and is in compliance with
Title IX and Section 504. Advise us at time of
registration if you desire special accommodations.
Requests will be kept confidential.



**Partnerships for
Health Enhancement:
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in Collaboration
with Other
Health-Related
Disciplines**

2009 WHEN

Wisconsin Health Education Network

**Annual Meeting
April 23, 2009**

Marriott Madison West
1313 John Q. Hammons Dr.
Middleton, WI

University of Wisconsin-La Crosse
Community Health and
UW-La Crosse
Continuing Education
and Extension



2009 WHEN Annual Meeting • April 23, 2009 • Marriott Madison West • Middleton, Wisconsin

Preliminary Announcement

WHEN Annual Meeting Agenda

9-9:15 a.m. Welcome and Introduction

Gary D. Gilmore, MPH, Ph.D., CHES, Chair,
Wisconsin Health Education Network

9:10-10:15 a.m.

National Preventive Health Partnership with the American Cancer Society, American Diabetes Association, and American Heart Association:

Partnership for Healthier Living: Alan J. Balch, Ph.D., Vice President, Preventive Health Partnership

10:15-10:30 a.m. Networking Break

10:30-11:15 a.m.

Healthy People 2020 and Healthiest Wisconsin 2020: Emerging Frameworks for Healthier Populations:

Patrick Remington, MD, MPH; Professor of Public Health; Director MPH Program, School of Medicine and Public Health, University of Wisconsin-Madison

11:15 a.m.-11:40 p.m.

Panel Discussion with Drs. Balch and Remington

11:45 a.m.-12:45 p.m.

Luncheon & the Barbara A. Lange Memorial Awards

1:00-2:00 p.m. Breakout Sessions:

• Communicating/Marketing/Promulgating Healthiest Wisconsin 2020 for Partnership Building:

Margaret Schmelzer, MS, RN, Director of Public Health Nursing and Health Policy, Healthiest Wisconsin 2020 Project Manager

Mary Gothard, CHES and Susan Uttech, MS Co-Chairs, Communications Team, Healthiest Wisconsin 2020

• Synergizing our Efforts and Resources for a Healthier Wisconsin:

Jari Allen, Chief Executive Officer
American Cancer Society-Midwest Division

2:00-2:15 p.m. Networking Break

2:20-3:20 p.m. Breakout Sessions, repeated

3:25-3:50 p.m. Building Partnerships for Regional

Tobacco Control: Jody Moesch Ebeling, RN, BSN, PHNC (Public Health Nurse Consultant/Tobacco Control Specialist), DHS/Division of Public Health

3:50-4:00 p.m. Closure Events

Participants will:

- review and discuss the emerging principles of *Healthy People 2020* and *Healthiest Wisconsin 2020*;
- explore opportunities for partnership building with a variety of health-related disciplines;
- review local, regional, and statewide examples of best practices in partnership building;
- network with colleagues and new contacts;
- recognize the two award winners for the 2009 Barbara A. Lange Memorial Award.



Dr. Alan Balch works for the American Cancer Society (ACS), the American Diabetes Association (ADA), and the American Heart Association (AHA) as the Vice President of their Preventive Health Partnership. The goal of this joint initiative is to encourage the prevention and early detection of cancer, diabetes, heart disease and stroke by increasing

public awareness about healthy lifestyles, increasing the focus on prevention among healthcare providers, and supporting public policy to increase funding for and access to prevention programs and research. The collaboration operates a national campaign entitled "Everyday Choices for a Healthier Life," which is focused on four key messages: eat right, get active, don't smoke, and see your doctor. Previous to this position, Alan was the Executive Director of Friends of Cancer Research – a Washington D.C. based non-profit that works with members of the medical, scientific, and advocacy community to identify and overcome barriers to the advancement of cancer research. He received his doctoral degree in Environmental Studies from the University of California, Santa Cruz in 2003. His doctoral work focused on political economy and public policy. He also holds a Master's in Environmental Sciences from the University of Texas in San Antonio.



Dr. Patrick L. Remington is a professor in the Department of Population Health Sciences at the University of Wisconsin's School of Medicine and Public Health. He is Director of UW's Population Health Institute, an Associate Director in UW's Outreach and Population Studies, and a Director of Cancer Control, in the Comprehensive Cancer Center at the University of Wisconsin School of

Medicine and Public Health. He is a member of the Board of Directors for the American Cancer Society-Midwest Division. He has been actively involved in state programs to determine if Wisconsin has achieved its goal to reduce tobacco use, to provide Wisconsin cancer information service and cancer outreach programs and to increase state community awareness about cancer by providing training in cancer control research. Other projects he has participated in focus on understanding trends in breast cancer epidemiology and breast cancer age- and stage-specific mortality in Wisconsin. He actively assists the state program in the conduct of diabetes surveillance and evaluation. During his long career, Remington has been both physician and disease control advocate, program director and lecturer, teacher and faculty and student mentor. As a writer, he has penned numerous articles on population health, Wisconsin health, disease and cancer control, breast cancer, tobacco use, statewide cigarette smoking trends and the role physicians play in today's society.

The WHEN Steering and Planning Committee encourages participation from a wide array of health-related professionals. Please join us in spreading the word of this important meeting to others.

